

APPENDIX D
SAMPLE RFP AWARD FORMULAS,
TRADEOFF STATEMENTS, EVALUATION CRITERIA
AND RFP PROPOSAL CHECKLISTS

APPENDIX D

THE FOLLOWING ARE SAMPLE PROVISIONS FOR VARIOUS TYPES OF BEST VALUE SOURCE SELECTION METHODOLOGIES. YOU SHOULD STRUCTURE SOURCE SELECTION FORMULAS AND EVALUATION CRITERIA TO FIT THE PARTICULAR NEEDS OF YOUR PROJECT.

I. SAMPLE BEST VALUE FORMULAS AND PRIORITY/TRADEOFF STATEMENTS - PROPOSAL EVALUATION

A. TECHNICAL MORE IMPORTANT THAN COST OR PRICE

Best Value Formula	1. Award will be made to the responsible offeror whose proposal contains the combination of those criteria offering the best overall value to the Government. This will be determined by comparing the difference in the value of technical (non-cost) features of proposals with the difference in the cost to the Government.
Priority Tradeoff Statement	<p>In making the comparison the Government is more concerned with obtaining superior technical or management features than with making an award at the lowest overall cost to the Government. However, the Government will not make an award at a significantly higher overall cost to the Government to achieve slightly superior technical or management features. ALL EVALUATION FACTORS OTHER THAN COST OR PRICE, WHEN COMBINED, ARE SIGNIFICANTLY MORE IMPORTANT THAN COST OR PRICE. Though not separately established as an evaluation factor, Performance Risk (understanding of scope; risk to successful performance of the contract) will be considered with respect to all factors.</p> <p>2. Offerors should remember that when making trade-off decisions during proposal evaluations, the Government prefers to obtain better offeror past performance, experience and better project plan quality rather than to obtain relatively small price savings.</p>

B. COST/PRICE MORE IMPORTANT THAN TECHNICAL (CONSIDER USING THE LPTA METHOD IN SUCH CASES)

Best Value Formula	1. Award will be made to the responsible offeror whose proposal contains the combination of those criteria offering the best overall value to the Government. This will be determined by comparing differences in the value of the technical (non-cost) features of proposals with difference in cost to the Government.
Priority/Tradeoff Statement	2. In making this comparison, the Government is more concerned with making an award at the lowest overall cost to the Government than with obtaining superior technical or management features. However, the Government will not make an award based on a proposal with significantly inferior technical or management features to achieve a small savings in cost to the Government. All evaluation factors other than cost or price, when combined, are considered less important than cost or price. Though not separately established as an evaluation factor, Performance Risk (understanding of scope, risk to successful performance of the contract) will be considered with respect to all factors.

C. TECHNICAL EQUAL TO COST OR PRICE (DIFFICULT TO EVALUATE)

Best Value Formula	1. Award will be made to the responsible offeror whose proposal is determined to be overall most advantageous to the Government. This will be determined by evaluating proposals against RFP requirements, assessing the strengths, weaknesses, and risks of competing proposals in light of the evaluation factors for award, and comparing proposals with each other to assess the difference in value of the technical (non-cost) features of the proposals with the difference in cost to the Government. In making this comparison, the Government is concerned with determining which proposal contains, overall, the combination of price and technical features (past performance and management capability) that represents the greatest value to the Government. Implicit in this method is the Government's willingness to accept other than the lowest price, minimally acceptable offer, if the added benefits of a higher priced offer outweigh the additional cost or price.
Priority/Tradeoff	2. The following evaluation factors will be used

Statement by the Contracting Officer as the basis for conducting evaluation of the proposals and determining which offer is most advantageous to the Government, and are equal in importance. That is, the Government is equally concerned with making an award at the lowest overall cost to the Government as with obtaining superior technical features. However, the Government will not make an award based on a proposal with significantly inferior technical features to achieve a small savings in cost to the Government. Conversely, the Government will not make an award based on a proposal with slightly superior technical features at a significant price premium.

II. SAMPLE MINIMUM REQUIREMENTS EVALUATION RULES FOR PROPOSAL PREPARATION AND CONTENTS

A. Preparation of Proposals - Examination of Solicitation Documents. Offerors are expected to examine the scope of work, Proposal Schedule, and all instructions. Failure to do so will be at the offeror's risk. Each offeror **shall** furnish the information required by the solicitation. Failure to furnish all such information **shall** result in rejection of the proposal. (REQUIRES REJECTION OF PROPOSAL UNLESS ALL ITEMS SUBMITTED WITH INITIAL PROPOSAL.)

B. Proposal Contents - Additional Information to be Submitted - In addition to the Proposal Form with enclosures, the offeror **shall** submit as a minimum, an original and one copy of the following specified data. Failure to submit all additional data as described below **may** be cause for rejection of the proposal. (REQUIRES REJECTION OF PROPOSAL IF MINIMUM REQUIREMENTS NOT SATISFIED, UNLESS DISCUSSIONS ARE HELD AND PROPOSER IS WITHIN THE COMPETITIVE RANGE)

C. Proposal Contents - Additional Information to be Submitted - In addition to the Proposal Form with enclosures, the offeror **shall** submit as a minimum, an original and one copy of the following specified data. Failure to submit all additional data as described below **shall** result in rejection of the proposal. (REQUIRES REJECTION OF PROPOSAL IF MINIMUM REQUIREMENTS NOT SATISFIED.)

D. Proposal Contents - Additional Information to be Submitted - In addition to the proposal form with enclosures, the offeror **shall** submit as a minimum, an original and one copy of the following specified data. Failure to submit all additional data as described below, **may** be cause for rejection of the proposal. Information submitted under this section **may** be used in the

evaluation of an offeror's proposal.

(REQUIRES REJECTION OF PROPOSAL IF MINIMUM REQUIREMENTS NOT SATISFIED, UNLESS DISCUSSIONS ARE HELD AND PROPOSER IS IN THE COMPETITIVE RANGE.)

III. SAMPLE MINIMUM REQUIREMENTS (For construction; tailor the language and requirements to specific acquisition needs/goals in service and supply contracts.)

A. BASIC ("**shall**" is mandatory; "**should**" is voluntary)

1. SCHEDULE. The offeror **shall** submit with his proposal a construction schedule of the same type and format as the offeror proposes to use to comply with the scheduling requirements of the SPECIAL CLAUSES, SC-4. All scheduled durations **should** be estimated calendar days. Costs of each activity need not be shown. The schedule **should** be developed to the extent and detail described below:

a. The overall project schedule **should** identify all major elements of the design, procurement and delivery, and construction.

b. The schedule **should** show as a minimum the basic elements of design, design approval, mobilization, general equipment and materials procurement, long-lead equipment procurements, delivery durations, intended phasing of the construction, construction durations by phase, and finish work by facility.

c. Activity durations **should** also be included for inspection and acceptance of completed facilities and demobilization. The estimated completion date for completed facilities or construction phases **should** be clearly indicated.

2. DESCRIPTION OF WORK. The offeror **shall** submit a general description of work proposed to be performed as prime contractor and by subcontractors. The following information **should** be included:

a. Description and estimated percentage of work to be performed as prime contractor.

b. Description of work to be subcontracted.

c. Estimated total number of prime contractor employees plotted against time for the duration of the project.

3. Each offeror **shall** submit a management/execution plan, which **should** address the following:

a. Execution Plan. Based on the statement of work and other pertinent information with the RFP, describe your overall plan for accomplishing this project in the most cost effective, timely, and efficient manner. Describe your plan to establish a mobilization yard and locate your offices, and provide plans for daily coordination with the CE office. Describe your plan to manage work at remote sites. Indicate your English speaking capability at each work site. The plan **shall** include an organization and staffing chart.

b. Project Planning and Control. Offerors **should** submit the following: a description of the technique you propose to use in developing a project schedule to meet project milestones and give a description of the network system you will use, how it will be maintained, at what intervals it will be updated, and the type of data you would propose furnishing to the Government. Describe how you will monitor progress and how you will measure actual work accomplished versus scheduled work, and the value of work performed against the estimated value of the work performed. Furnish a summary of the QC plan you would propose for the project. Describe your approach to estimating and controlling project costs and how you would propose updating the estimates to reflect cost data and changes and at what intervals you would propose to update the estimates.

c. Offerors **shall** submit a plan for management of subcontractors (with emphasis on firm-fixed-price construction subcontractors) to accomplish work under this contract.

(1) Your plan **should** do the following: Describe your plan for administering subcontracts and explain how these activities will be integrated and coordinated with other construction activities including those performed by your own forces. Indicate by work flow how this coordination is accomplished by the organization you propose. Provide information to support the effectiveness of your plans.

(2) Indicate your ability through description of past performance on government contracts to schedule and conduct required procurement in accordance with government policies and procedures.

d. Manpower Utilization Plan. Describe your technique for assuring efficient utilization and balance of all manpower, material, and equipment. Include in your submission any other data you deem necessary to describe your firm's capabilities with regard to efficient balance and utilization of resources. Submit a description of the recruitment and employment methods your company will use to perform the contract, initially and during the performance period. Discuss your staffing plan to accommodate normal fluctuating workloads in order to maintain an experienced work force during periods of work buildup and decline. To what extent will training be utilized to preserve effectiveness of your organization? Describe timekeeping procedures to be used, including enforcement plans.

4. COST BREAKDOWN. The offeror **shall** provide, in addition to the

PROPOSAL SCHEDULE, a cost breakdown for each Payment Item. This breakdown is necessary to properly evaluate prices proposed, and to provide assistance in determining scope understanding. Failure to submit the cost breakdown **shall** be cause for rejection of the proposal. Suggested format relating to the cost elements is included as an Attachment to this RFP.

5. PERFORMANCE EVALUATION INFORMATION - GENERAL. Prior to award of a contract, certain performance evaluation information must be received and reviewed by the Government. Along with his proposal, each offeror **shall** furnish the following information at the time of submittal of his proposal:

a. Furnish a list of three (3) contracts in the past 10 years that have been awarded to the offeror of approximately the same dollar magnitude as its proposal that are at least 50% complete or better and are similar in nature to the work covered by the drawings and specifications herein if possible. This list **should** include the following information for each contract:

- (1) Contract Title
- (2) Contract Number
- (3) Date of Award
- (4) Client's Name and Address
- (5) Contract Award Amount
- (6) Name of person to contact regarding performance evaluation (i.e., Contracting Officer, Contract Administrator, Project Manager, Chief Engineer)
- (7) Telex number and telephone number of contact listed in Item 6 above.

b. A copy of the offeror's latest financial statement.

B. COMPLEX ("**shall**" is mandatory, "**should**" is voluntary)

1. SCHEDULE. The offeror **shall** submit with his proposal a construction schedule of the same type and format as the offeror proposes to use to comply with the

scheduling requirements of the SPECIAL CLAUSES, SC-4. All scheduled durations **shall** be estimated calendar days. Costs of each activity need not be shown. The schedule **shall** be developed to the extent and detail described below:

a. The overall project schedule **shall** identify all major elements of the design, procurement and delivery, and construction.

b. The schedule **shall** show as a minimum the basic elements of design, design approval, mobilization, general equipment and materials procurement, long-lead equipment procurements, delivery durations, intended phasing of the construction, construction durations by phase, and finish work by facility.

c. Activity durations **shall** also be included for inspection and acceptance of completed facilities and demobilization. The estimated completion date of completed facilities or construction phases **shall** be clearly indicated.

2. DESCRIPTION OF WORK. The offeror **shall** submit a general description of work to be performed as prime contractor and by subcontractors. The following information **shall** be included:

a. Description and estimated percentage of work to be performed as prime contractor.

b. Description of work to be subcontracted.

c. Estimated total number of employees plotted against time for the duration of the project.

3. COST BREAKDOWN. The offeror **shall** provide, in addition to the PROPOSAL SCHEDULE, a cost breakdown for each Payment Item. This breakdown is necessary to properly evaluate prices proposed, and to provide assistance in determining scope understanding. Failure to submit the cost breakdown **shall** be cause for rejection of the proposal. Suggested format relating to the cost elements to be provided is included in this solicitation as an attachment to this volume of the RFP.

4. CERTIFIED STATEMENT. If your proposal is over \$1,000,000.00, the proposal **shall** include a certified statement listing:

a. Each contract awarded to you within the preceding three year period between \$1,000,000.00 and \$5,000,000.00 in value with a brief description of the contract.

b. If the prospective contractor is a joint venture, each joint venture member **shall** be required to submit the above-defined certification.

5. MOBILIZATION PLAN. The offeror **shall** provide his detailed mobilization plan to include initial manpower and date(s) personnel will be mobilized; equipment mobilization plan; and total support facilities. A logic diagram **shall** be provided displaying the interrelationship between mobilization activities. The offeror **shall** submit a listing showing number and types of vehicles and equipment he intends using in the execution of the work.

6. FINANCIAL STATEMENT. The offeror **shall** include his latest financial statement, including the names of banks or other financial institutions with which the offeror conducts business. If the financial statement is over 60 days old, a certificate **should** be attached stating that the financial condition is substantially the same, or if not the same, the changes that have taken place. Such statements will be treated as confidential by the Government.

7. ORGANIZATION AND STAFFING. An organizational chart **shall** be furnished which includes titles, major responsibilities, qualifications, and experience background of key management and supervisory personnel at the (a) home office, (b) design office or firm, (c) support and procurement offices, and (d) construction site.

8. EXPERIENCE. The offeror **shall** provide evidence of experience. The information to be submitted **shall** document the following:

a. Completed general renovation design and construct fast track type projects in accordance with U.S. standards, Corps of Engineers (CE) Standards, or Saudi Arabian standards.

b. Completed general and renovation construction fast track type projects in the Middle East especially Saudi Arabia per U.S. standards, CE standards, or Saudi Arabian standards.

c. Successful completion of design and construction or general construction projects within a tight schedule.

d. Experience and knowledge of the procurement and delivery aspects and time durations including shipping and customs times involved with this project in Saudi Arabia.

9. PAST PERFORMANCE. The offeror **shall** provide evidence and documentation which demonstrates customer satisfaction, delivery of quality work on time, integrity, cooperative effort, and commitment to customer satisfaction. Documentation **shall** include awards, letters of commendation, etc. . . .

C. AIR FORCE EXAMPLE (quoted from Nash & Cibinic Report, Vol. 10, No. 1, January 1996, pp. 11-12).

Appendices AA and BB to the Air Force Federal Acquisition Regulation Supplement,

contain detailed guidance on the use of evaluation standards. Appendix AA, "Formal Source Selection for Major Acquisitions," states in AA-206:

a. The SSEB [Source Selection Evaluation Board] conducts its evaluation by measuring each proposal against objective standards established at the lowest level of subdivision. The SSEB shall *not* compare proposals against each other.

b. A standard establishes a baseline to measure how well an offeror's proposal satisfies the evaluation criteria. It establishes the level an offeror's proposal must meet in any factor, subfactor, or element to be judged acceptable (green) as set forth in paragraph AA-304. A standard may be either quantitative or qualitative, depending on the criteria addressed (see Attachment 6 for examples).

c. Evaluation standards shall not be included in the SSP [Source Selection Plan] or the solicitation. They should normally be defined and documented prior to the release of the solicitation, must be approved before beginning the evaluation of proposals, and shall not be changed once any offeror's proposal is opened. Evaluation standards shall not be released to any potential offeror nor to anyone who is not directly involved in the source selection evaluation effort.

Attachment 6, referred to in this regulation, contains the following additional guidance:

EXAMPLES OF EVALUATION STANDARDS

(1) EXAMPLE OF QUANTITATIVE STANDARD

AREA: TECHNICAL

FACTOR: OPERATIONAL UTILITY

SUBFACTOR: MISSION PERFORMANCE CHARACTERISTICS

ELEMENT: PAYLOAD/RANGE

DESCRIPTION:

This element is defined as the payload that can be carried, considering the basic design gross weight, in a given range, when operational utilization of the aircraft is considered (Load Factor 2.5).

STANDARD:

At a weight not exceeding the basic design gross weight, the aircraft is capable of transporting a payload of:

- a. 30,000 lbs. for 2800 nm distance; and
- b. 48,000 lbs. for a 1400 nm distance;

(2) EXAMPLE OF QUALITATIVE STANDARD

AREA: TECHNICAL

FACTOR: SYSTEM INTEGRATION

SUBFACTOR: SYSTEM SAFETY

DESCRIPTION:

The proposed system safety program will be evaluated for adequacy in effecting the design of changes or modifications to the baseline system to achieve special safety objectives. The evaluation will consider the specific tasks, procedures, criteria, and techniques the contractor proposes to use in the system safety program.

STANDARD:

The standard is met when the proposal:

- a. Defines the scope of the system safety effort and supports the stated safety objectives;
- b. Defines the qualitative analysis techniques proposed for identifying hazards to the depth required; and
- c. Describes procedures by which engineering drawings, specifications, test plans, procedures, test data, and results will be reviewed at appropriate intervals to ensure safety requirements are specified and followed.

IV. SAMPLE EVALUATION FACTORS AND SUBFACTORS

A. FIRM, FIXED-PRICE.

The following are the evaluation factors, in descending order of importance, that will be used by the Contracting Officer as a basis for determining which offer is most advantageous to the Government.

1. **PRICE.** The Government will evaluate each offeror's proposed price to determine reasonableness. Competing offerors who propose reasonable prices, will be compared to one another to rank price proposals from low to high offeror.

2. **EXPERIENCE.** The Government will evaluate each offeror's experience history and will compare, rank, and score offerors on the basis of relative depth and breadth of experience in the technical execution of work similar to that included in this solicitation. This project is a routine type construction project, however, procurement of materials and equipment, and coordination with the Host Nation, require unusual planning and coordination. Direct experience of the offeror, any joint venture partners or any offerors related by some form of ownership agreement will be given greater weight than the experience of any subcontractors that

any offeror proposes to utilize in the execution of this work, notwithstanding that the experience of the subcontractor(s) may be more favorably suited to this project.

3. **MANAGEMENT AND EXECUTION PLAN.** The Government will evaluate, rank, and score each offeror's management and execution plan. Each management and execution plan will be reviewed to confirm that the offeror included all the elements specified in the RFP and that milestones and completion terms identified conform to the RFP requirements. The Government will also evaluate and rate the offeror's management and execution plan on the basis of soundness and reasonableness of execution approach, and to assess whether the offeror has **DEMONSTRATED AN UNDERSTANDING OF THE SCOPE OF WORK FOR THE PROJECT.** Plans shall address or include all the specified elements and shall conform to RFP-specified project milestones and completion terms.

4. **PAST PERFORMANCE.** The Government will evaluate information about each offeror's past performance and will compare, rank and score competing offerors on the basis of the relative favorableness of their past performance. By past performance, the Government means an offeror's reputation of satisfying its customers by delivering quality work in a timely manner at a reasonable cost. Past performance also includes an offeror's reputation for integrity, reasonable and cooperative conduct, and a commitment to customer satisfaction. All other points of comparison being equal, the Government will place greater weight on past performance more closely related to (i.e., the same as or similar to) the work included in this solicitation.

In reviewing an offeror's past performance, the Government will consider information obtained from the offeror; from other sources including past and present customers and their current and former employees; past and present subcontractors and their current and former employees; current and former employees of the offeror; federal, state, and local Government agencies (including court records); and private consumer protection organizations.

B. COST-REIMBURSABLE CONTRACT WITH ORAL PRESENTATIONS.

The following are the evaluation factors and significant subfactors that will be used by the Contracting Officer in determining which offer is most advantageous to the Government. The factors (and subfactors) are listed in descending order of importance. All non-cost (technical) factors, when considered together, are significantly more important than cost or price.

1. **PAST PERFORMANCE.** The Government will evaluate information about each offeror's past performance and will compare, rank, and score offerors on the basis of relative favorableness of their past performance. By past performance, the Government means an offeror's reputation for satisfying its customers by delivering quality work in a timely manner at a reasonable cost. Past performance also includes an offeror's reputation for integrity, reasonable and cooperative conduct, and commitment to customer satisfaction.

In reviewing the offeror's past performance the Government may consider information obtained from the offeror; from other sources, including past and present customers and their current and former employees; past and present subcontractors and their current and former employees; current and former employees of the offeror; federal, state and local government agencies (including court records); and private consumer protection organizations. In reviewing past performance, the following subfactors will be considered in descending order of importance.

- a. Management
- b. Quality of Work
- c. Schedule (Timeliness)

2. EXPERIENCE. The Government will evaluate each offeror's experience history and will compare, rank, score offerors on the basis of the relative depth and breadth of experience in managing and executing features of work the same as or similar to those associated with this project. In assessing this experience, the following subfactors will be considered, in descending order of importance:

- a. Experience with the completion of minor construction, maintenance and repair of military facilities, associated equipment and distribution systems at multiple sites.
- b. Experience with contracts in Egypt.
- c. Experience with cost contracts.
- d. Experience with operation and maintenance of utility plants and distribution systems.
- e. Experience with the design of minor construction and repair projects.

3. MANAGEMENT AND EXECUTION PLAN. This portion of the proposal shall be presented orally and in written form by the offeror. See the requirements for the oral presentation below. For the written proposal, the Government will review proposed management and execution plans presented by each offeror to compare, rank, and score each offeror's proposal to plan and control various aspects of the project, including schedule and cost. Each proposal will also be reviewed to confirm that it includes all elements specified in the proposal preparation instructions in the RFP and that it conforms to the RFP-specified project milestones and completion terms. The Government will consider any plans that fail to include all specified elements or that fail to conform to RFP-specified project milestones and completion terms to be deficient and, therefore, unacceptable. In assessing this factor, the following subfactors will be considered in descending order of importance. (Each subfactor will be rated separately and then an overall factor rating will be established. Note that subfactor "b" concerns

sample tasks. The offeror shall develop and present proposals for completing all the sample tasks listed in Attachments to this RFP as though they were actual taskings directed by the Contracting Officer. The offeror shall present a complete scenario of all actions to be completed for each of these sample tasks as though the offeror were under contract.)

- a. Construction Plan
- b. Project Examples (sample tasks)
- c. Project Planning and Control
- d. Plan for Management of Subcontractors
- e. Manpower Utilization Plan

4. COST. The proposed contract price (cost and fee) will be considered in relation to technical and management features of the proposal. The cost proposal will be evaluated for overall reasonableness. In addition, each cost proposal will be evaluated for realism and completeness.

a. Realism - The proposals will be reviewed for realism, considering reasonableness of methodology, techniques, rationale, logic and compliance with cost principles and cost accounting standards. All elements of the cost proposal should be fully supported by cost data which should include factors and assumptions used by the offeror, so that realism can be evaluated by the Government evaluators. Supporting cost data should illustrate the basis for the offeror's cost estimates relative to the effort to be performed.

b. Completeness - The proposals will be reviewed to determine the extent to which 1) cost elements of the offer have been addressed, and 2) the data submitted is accurate, complete, and current, in light of RFP requirements. In addition, proposals will be reviewed to determine continuity and trackability of costs to the technical effort, and between the initial proposal and any revisions thereto.

5. ORAL PRESENTATIONS:

a. Key personnel of the offeror's proposed management team, which the Government determines to be minimally qualified, must make an oral presentation. Immediately thereafter, the offeror's team should be prepared to respond to questions from Government representatives. The sole purpose of the oral presentation and any questions which may follow is to permit the Government to test and evaluate the management team's relative knowledge and competence with regard to the Government's requirements and program objectives and related technological or program challenges and risks, and cost issues related to this project.

b. An offeror's oral presentation and answers to any questions which follow are not part of its formal contract offer, may not include changes to its formal contract offer, and will not become a part of any resulting contract. Neither the presentation nor any questions and answers will constitute discussions within the meaning of FAR 15.601 and 15.610, and neither will obligate the Government to entertain revisions to the formal contract offer or to solicit best and final offers. The Government intends to award without discussions. Nevertheless, if the Government determines that discussions and best and final offers will be necessary, the Government will not conduct discussions during the oral presentation or any questions or answers which follow and will not entertain revisions to the formal contract offer during the oral presentation including answers given by the offerors' management team during any related questioning. Therefore, the oral presentation should represent the offeror's best effort.

c. The Government will not evaluate the oral presentation separately. However, the information presented will supplement the offeror's written proposal and may be used in proposal evaluation. The topics to be addressed in the oral presentation shall cover all aspects of each sample task, including costs. The presentation shall fully address work to be performed and division of work among critical performance resources. The offeror shall describe how it will develop and implement solutions to anticipated tasks and anticipate challenges and problems. The audience will consist of some or all members of the Source Selection Board. The oral presentation is limited to five offeror representatives and a duration of two hours including Government questioning and offeror responses. The presentation shall be in viewgraph format with handout materials as appropriate. If any special equipment is required, the offeror is requested to make special arrangements with the contract specialist for installation and set-up of the equipment in advance of the presentation.

d. A specific schedule for the presentations will be developed after the proposals are received and opened. The offerors shall be prepared to give their presentation approximately 15 days after receipt of proposals. Each oral presentation shall be videotaped for Government use during proposal evaluation.

C. PRICE MORE IMPORTANT THAN TECHNICAL; PERFORMANCE RISK CONSIDERED.

The following are the selection factors and significant subfactors that will be used by the Contracting Officer as a basis for determining which offer is most advantageous to the Government. The factors and subfactors are listed in descending order of importance. All evaluation factors other than cost or price, when combined, are considered less important than cost or price. Though not separately established as an evaluation factor, Performance Risk (understanding of scope, risk to successful performance of the contract) will be considered in the evaluation of all factors.

1. PRICE. The Government will evaluate each offeror's proposed price to

determine reasonableness. Competing offerors who propose reasonable prices will be compared to one another on the basis of their prices to establish the relative competitiveness of those prices.

2. TECHNICAL AND MANAGEMENT CAPABILITY. Evaluation subfactors for this procurement, in descending order of importance, are as follows:

a. EXPERIENCE. The Government will evaluate each offeror's experience history and will compare, rank, and score offerors on the basis of relative depth and breadth of experience in the technical execution of work similar to that procured under this solicitation. This project requires construction in a marine environment, as well as procurement of materials and equipment, and coordination with the Host Nation, all of which require intense planning and coordination. Direct experience of the offeror, any joint venture partners or any offerors related by some form of ownership agreement will be given greater weight than the experience of any subcontractors that any offeror proposes to utilize in the execution of this work, notwithstanding that the experience of the subcontractor(s) may be more favorably suited to this project.

b. MANAGEMENT AND EXECUTION PLAN. The Government will evaluate, rank and score each offeror's management and execution plan. Each management and execution plan will be reviewed to confirm that it includes all the elements specified in the RFP and that milestones and completion terms identified conform to the RFP requirements. The Government will also rate the offeror's management and execution plan for soundness and reasonableness of execution approach, and to confirm that the offeror has DEMONSTRATED AN UNDERSTANDING OF THE SCOPE OF THE PROJECT. Plans shall address or include all the specified elements and shall conform to RFP specified project milestones and completion terms.

c. PAST PERFORMANCE. The Government will evaluate information about each offeror's past performance and will compare, rank and score offerors on the basis of the relative favorableness of their past performance. Past performance is defined as an offeror's reputation for satisfying its customers by delivering quality work in a timely manner at a reasonable cost. Past performance also includes an offeror's reputation for integrity, reasonable and cooperative conduct, and a commitment to customer satisfaction. All other points of comparison being equal, the Government will place greater weight on past performance more closely related to (i.e., the same as or similar to) past work included in this solicitation. In reviewing an offeror's past performance the Government will consider information obtained from the offeror; from other sources, including past and present customers and their current and former employees; past and present subcontractors and their current and former employees; current and former employees of the offeror; federal, state, and local government agencies (including court records); and private consumer protection organizations.

D. PASS/FAIL EXAMPLE

MANAGEMENT AND EXECUTION PLAN. The Government will score each offeror's management and execution plan on pass/fail basis to confirm that it includes all elements specified in the RFP and that milestones and completion terms identified conform to the RFP requirements. The Government will also score each offeror's management and execution plan on a pass/fail basis, for soundness and reasonableness of approach, and to establish that the offeror has DEMONSTRATED AN UNDERSTANDING OF THE SCOPE OF THE PROJECT. The Government will consider any plan that does not include all the specified elements specified in the RFP or that fails to conform to RFP-specified project milestones and completion terms to be deficient and, therefore, unacceptable. Offerors must receive a passing score in all areas described above in order to receive a passing score for the management and execution plan. Failure in any element will cause the management and execution plan to fail as a whole.

E. PRICE AND TECHNICAL APPROXIMATELY EQUAL; TECHNICAL SUBFACTORS IN DESCENDING IMPORTANCE.

The following are the evaluation factors and significant subfactors that will be used by the Contracting Officer in proposal evaluation:

1. PRICE. Each offeror's proposed price shall be evaluated to determine reasonableness, and to assess the offeror's understanding of the scope of work of the project; i.e., the Government's assessment of the proposer's ability to perform the work at the proposed price. Those offerors proposing reasonable prices will then be compared to one another to establish the relative competitiveness of those prices.

2. TECHNICAL. The technical evaluation factor is comprised of two significant subfactors; PAST PERFORMANCE and MANAGEMENT CAPABILITY. For evaluation purposes, the PAST PERFORMANCE subfactor is slightly more important than the MANAGEMENT CAPABILITY subfactor.

a. PAST PERFORMANCE. The Government will evaluate information about each offeror's past performance in light of the requirements of the Request for Proposal, and will rank and score responsive proposals on the basis of the relative favorableness of their past performance. For the purpose of this evaluation, "past performance" means the offeror's reputation for satisfying its customers by delivering quality work in a timely manner at a reasonable cost; as well as its reputation for integrity, reasonable and cooperative conduct, and commitment to customer satisfaction. As submitted, the offeror's proposal should contain evidence of these qualities, and all such evidence submitted in an offeror's proposal will be evaluated; but greater weight will be given to that past performance information or evidence that is shown to be related to work which is similar or identical to that required by this solicitation, and in the same general geographic area.

In reviewing an offeror's past performance, the Government will consider information

obtained from the offeror; and may consider information from other sources, including past and present customers and their current and former employees; past and present subcontractors and their current and former employees; current and former employees of the offeror; any federal, state, and local agencies (including court records); and private consumer protection organizations.

b. **MANAGEMENT CAPABILITY.** The Government will evaluate each offeror's management capability as evidenced by its planned approach to the project in light of the requirements of the Request for Proposal, and will rank and score the relative strengths, weaknesses, and risks of each offeror's proposal in terms of the offeror's capability to manage the project, including, but not limited to, evaluation of each offeror's proposed construction schedule, manpower/manhour charts, mobilization, equipment schedules, organization charts and resumes of key personnel, financial status, proposed business relationships, and present commitments. The Government's evaluation will also include an assessment of the offeror's understanding, as communicated in its proposal, of the level of management effort and resources necessary to successfully complete this project within the established performance period, as well as an assessment of the offeror's understanding of the Scope of Work.

F. PRICE MORE IMPORTANT THAN TECHNICAL WITH DESCENDING IMPORTANCE OF TECHNICAL SUBFACTORS

The following are the evaluation factors that will be used by the Contracting Officer to evaluate proposals and determine which offer is most advantageous to the Government.

1. **PRICE.** Each offeror's proposed price shall be evaluated to determine reasonableness, including an assessment of each offeror's understanding of the scope of work for the project and ability to perform the work at the proposed price. Those offers proposing reasonable prices will then be compared to establish the relative competitiveness of those prices.

2. **TECHNICAL.** The technical evaluation factor is comprised of three significant subfactors: **EXPERIENCE**, **MANAGEMENT AND EXECUTION PLAN** and **PAST PERFORMANCE**. For evaluation purposes, the **EXPERIENCE** subfactor is slightly more important than the **MANAGEMENT AND EXECUTION PLAN** subfactor which is slightly more important than the **PAST PERFORMANCE** subfactor; all three combined are significantly less important than **PRICE**.

a. **EXPERIENCE.** The Government will evaluate each offeror's experience and will compare, rank, and score offerors on the basis of relative depth and breadth of experience in the technical execution of work similar to that included in this solicitation. The scope of this project is unusual in that it is a fast track design and construct project, including renovation of existing facilities, including electrical upgrade services, and new construction. Direct experience of the offeror, any joint venture partners or any offerors related by some form of ownership agreement will be given greater weight than the experience of any subcontractors

that any offeror proposes to utilize in the execution of this work, notwithstanding that the experience of any subcontractor may be more favorably suited to this project.

b. **MANAGEMENT AND EXECUTION PLAN.** The Government will evaluate, rank and score each offeror's management and execution plan. Each management and execution plan will be reviewed to confirm that it includes all the elements specified in the RFP and that milestones and completion terms identified conform to the RFP requirements. The Government will also evaluate each offeror's management and execution plan to assess soundness and reasonableness of approach, and to confirm that the offeror has **DEMONSTRATED AN UNDERSTANDING OF THE SCOPE OF THE PROJECT.** Any plan that does not address or include all the RFP-specified elements or any plan which does not conform to RFP-specified project milestones and completion terms will be considered by the Government to be unacceptable.

c. **PAST PERFORMANCE.** The Government will evaluate information about each offeror's past performance and will compare, rank and score offerors on the basis of the relative favorableness of their past performance. By past performance the Government means an offeror's reputation for satisfying its customers by delivering quality work in a timely manner at a reasonable cost. Past performance also includes an offeror's reputation for integrity, reasonable and cooperative conduct, and a commitment to customer satisfaction. All other points of comparison being equal, the Government will place greater weight on past performance more closely related to (i.e., the same as or similar to) work included in this solicitation. In reviewing an offeror's past performance the Government will consider information obtained from the offeror; and may consider information from other sources, including past and present customers and their current and former employees; past and present subcontractors and their current and former employees; current and former employees of the offeror; federal, state, and local government agencies (including court records); and private consumer protection organizations.

V. RFP PROPOSAL CHECKLIST WITH MINIMUM REQUIREMENTS

A. SAMPLE FOR COST-REIMBURSABLE CONTRACT

PROPOSAL CHECKLIST

The following items, except those items marked N/A, are required to be submitted with and made part of each Contractor's proposal. Extreme care and personal attention should be given to assure that all items required below are included in the proposal. A space is provided beside each item for checking as each action is completed. Failure to submit items 1, 2, 4, 5a, 5b, 5c, 5f, 5g and 7 of the items listed below shall result in rejection of the proposal.

___ 1. Signed Solicitation, Offer and Award, SF 1442 (Block 20A

and 20B) and completion of Blocks 14 through 20C, including acknowledgement of all Amendments.

- ☐ 2. Completed Proposal Schedule.
- ☐ 3. Completed Representations and Certification.
- ☐ 4. Completed Corporate Certificate/Authority to Bind Partnership.
 - a. If the proposer is a corporation, completed Corporate Certificate.
 - b. If the proposer is a partnership, completed Authority to Bind Partnership and provide a copy of the Partnership Agreement.
 - or c. If the proposer is a joint venture, completed Corporate Certificate for each member of the joint venture and provide a copy of the Joint Venture Agreement.
- ☐ 5. Provide additional information as required below:
 - ☐ a. Mobilization Plan
 - ☐ b. Management & Execution Plan
 - ☐ c. Cost breakdown of each payment item of the proposal schedule in the format provided by Exhibit 1.
 - ☐ d. Certified statement listing contracts awarded to the proposer in preceding three-year period exceeding \$1,000,000.00. A separate list is required from each member of a partnership or joint venture.
 - ☐ e. Certified statement listing contracts awarded to the proposer in the preceding three-year period exceeding \$5,000,000.00 that are not

already physically completed. A separate list is required from each member of a partnership or joint venture.

- ___ f. Proposed cost/scheduling system (Reference 52.242.0-7005 COST/ SCHEDULE STATUS REPORT (DEC 1991)).
 - ___ g. Additional items required by paragraph entitled "Additional Information to be Submitted".
- ___ 6. Provide information as requested by the paragraph entitled "Performance Evaluation Information", including:
- ___ a. List of three (3) contracts that have been awarded to the offeror of approximately the same dollar magnitude that are at least 50% complete or better, if possible.
 - ___ b. Copy of Offeror's latest financial statement.
- ___ 7. Organization and Staffing Chart and Supporting information (to include titles, major responsibilities, qualifications, and experience background of key management personnel at the (a) Home Office, (b) Support and Procurement Offices, and (c) Field Office.

Note: Instructions for completing the above required information are included in the Solicitation Instructions and Conditions or are explained on the required forms. The proposer should complete all items on the Representations and Certifications. No items in the Representations and Certifications should be left blank or marked not applicable.

B. SAMPLE BASIC RFP PROPOSAL CHECKLIST

- ___ 1. Signed Solicitation, Offer and Award, SF 1442 with Blocks 14-20c completed, including acknowledgement of all amendments.
- ___ 2. Completed Proposal Schedule (see Section 00100).
- ___ 3. Performance/Proposal Evaluation Information (see Section 00100).
- ___ 4. Completed Representations and Certifications, including Corporate Certificate/Authority to Bind Partnership (Section 00600).

NOTE: The proposer should complete all items contained in the Representations and Certifications. No items should be left blank or marked not applicable.

C. SAMPLE BASIC RFP CHECKLIST - MUST CONFORM TO MINIMUM REQUIREMENTS OF RFP

The following items are required to be submitted with and made a part of each Contractor's proposal. Extreme care and personal attention should be given to assure that all required items are included in the proposal. A space is provided beside each item for checking as each action is complete. Failure to submit any required item, as set forth in this solicitation, shall result in rejection of the proposal.

- ___ 1. Signed Solicitation, Offer and Award, SF 33 (Blocks 12-18).
- ___ 2. Completed Unit Price Schedule (Section B).
- ___ 3. Completed Representations and Certifications (Section K).
- ___ 4. Completed Corporate Certificate/Authority to Bind Partnership (reference Section K).
 - a. If the proposer is a corporation, completed Corporate Certificate.
 - b. If the proposer is a partnership, completed Authority to Bind Partnership and provide a copy of the Partnership Agreement.
 - c. If the proposer is a joint venture, completed Corporate Certificate for each member of the joint venture and provide a copy of the Joint Venture

Agreement.

- ___ 5. Past and present experience history including the offeror's latest financial statement (reference Section M, Evaluation Factors).
- 6. Attachments:
 - ___ a. Attachment 1 - "Material Safety Data Sheet" (IF APPLICABLE - Reference Section I, Contract Clause 52.223-3 "Hazardous Material Identification and Material Safety Data.")
 - ___ b. Attachment 7 - Automated CAGE Code Request Form (Reference Section L, Solicitation Provision 52.204-7001 "Commercial and Government Entity (CAGE) Code Reporting.")

IMPORTANT NOTE: The proposer should complete ALL items contained in the Representations and Certifications. No items should be left blank or marked not applicable.

D. DETAILED RFP CHECKLIST - MUST CONFORM TO RFP MINIMUM REQUIREMENTS

PROPOSAL CHECKLIST

The following items are required to be submitted with and made a part of each Contractor's proposal. Extreme care and personal attention should be given to assure that all required items are included in the proposal. A space is provided beside each item for checking as each action is complete. Failure to submit any required item, as specified in this solicitation, shall result in rejection of the proposal.

- ___ 1. Signed Solicitation, Offer and Award, SF 1442 with Blocks 14-20c completed, including acknowledgment of all amendments. (Section 00100.)
- ___ 2. Completed Proposal Schedule. (Section 00100.)
- 3. Proposal Evaluation Information. (Section 00100.)

- a. Construction Schedule.
- b. General Description of the Work to be Performed as Prime Contractor and by Subcontractors.
- c. Cost Breakdown.
- d. Certified Statement (if proposal is over \$1,000,000.00).
- e. Mobilization Plan.
- f. Financial Statement.
- g. Organization and Staffing Chart.
- h. Evidence of Experience.
- i. Past Performance Documentation.
- 4. Completed Representations and Certifications, including Corporate Certificate/Authority to Bind Partnership. (Section 00600.)
 - a. If the proposer is a corporation, completed Corporate Certificate, OR
 - b. If the proposer is a partnership, completed Authority to Bind Partnership and provide a copy of the Partnership Agreement, OR
 - c. If the proposer is a joint venture, completed Corporate Certificate for each member of the joint venture and provide a copy of the Joint Venture Agreement.

NOTE: The proposer should complete all items contained in the Representations and Certifications. No items should be left blank or marked not applicable.